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The all of MBA Institute

Shri Jay Narayan Vyas, Hon. Minister for Health inaugurated at Gujarat Technological University a KOTLER'S INCUBATOR CENTER FOR AYURVEDIC MEDICINES on 5th May 2012. GTU has allocated the following Research projects to different colleges at meeting. Every college was asked to choose two colleges from two other zones as its research partners.

Sr. No	Research project	Colleges	Name	Email
1	List out the categories of doctors serving the Indian Patients like Dermatologist to oncologist	Oxford School of Management Studies, Baliyasan, Mahesana		-
		Shree Saraswati Education Sansthan, Gandhinagar		-
		Narmada College of Management.	Subhash Yadav	yadav_subhashchandra@gtu.edu.in
2	Understand the behavior of patients consuming Western Medicines and those who are using Ayurvedic medicines, for curing particular diseases	C K Shah Vijapurwala Institute of Management, Baroda	Prof Savitha	savitha.k@cksvim.edu.in
		Marwadi Education Foundation	Dr Chinnam Reddy	screddy07@gmail.com
		Shri Jairambhai Patel Institute of Business Management and Computer Applications.	Dr. S.O.Junare	junare.so@gmail.com
3	List out the kind of OTC product bought by patients for curing particular disease			
		Christ Institute of Management, Rajkot	Prof. Mitesh Dadhania	miteshdadhania@gmail.com
		S. V. Institute of Management, Kadi.	Prof. Mitesh Jayswal	mmjayswal@yahoo.co.in
4	Study the availability of wellness center and spas based on Ayurveda and their product range; Study of general wellness centers and spas to learn whether they use Ayurvedic products			-
		Dr. D.Y.Patil Institute of Management and Research Centre, Bharuch	Dr. Tripat Kaur, Director	-
		Som-Lalit Institute of Business Management, Ahemedabad.	Dr. J.P. Joshipura	jpjoshipura@yahoo.com

KOTLER'S INCUBATOR CENTER FOR AYURVEDIC MEDICINES

Contact: sevc@gtu.edu.in

5	Make a cost comparison of Ayurvedic medicines with others Allopathic medicines:	T N Rao College of Management Studies,Rajkot	Hardik Pandya Bhavesh Solanki	pandya1982@rediffmail.com slnkbhavesh@yahoo.co.in
		R H Patel Institute of Management Gobljaj	Ms Deval Godhani	deval_godhani2412@yahoo.com
		Indu Management Institute, Ankodia, Dist:Vadodara	1) Dr. Manish Vyas 2) Mrs. Puja Bhatt	m_mhvyas@rediffmail.com hrpooja@gmail.com
		SMJV's CKSVIM, Baroda.	1)Rajesh Khajuria 2) Dr Kunjal Sinha	dr.khajuria@gmail.com kunjal.sinha@cksvim.edu.in
6	Experts' responses for concurrent usage of Ayurvedic medicines with other medicines should be obtained	CKSVIM- Baroda	Mr Prakash Patel Dr. Rajesh Khajuria	dr.khajuria@gmail.com
		M H Gardi School of Management- Rajkot	Sunil Mishra	mishragardi@gmail.com
		Shree Jaysukhlal Vadhar Institute of Management Studies, Shri Bipin T. Vadhar College of Management. Jammagar	Dr. Ajay D. Shah Dr. Nirav Vyas	mba770owner@gtu.edu.in ajayd_shah@rediffmail.com
7	Learn about the side effects of western medicines in various disease category vis-à-Vis those of Ayurvedic medicines (perception study)	Bhagwan Mahavir College	Tarun Narang	tanu_rano@yahoo.com
		S R Lutra Institute of Management	Dr. AGARWAL HEMLATA ANURAG	hemplata.agarwal@srlimba.org
		J.K.Patel Insti. Of Mgt., Baroda.	Dr P G K Muurthy	pgkmurthy2@gmail.com
8	List out the category of diseases from routine to special (require intensive care) and occasional to seasonal	GIDC Rajju Shroff ROFEL Institute of Management Studies, Vapi.	Dr. Pankajray Vinodchandra Patel	pankajraypatel@gmail.com
9	Study the behavior of doctors about prescribing the drugs	S.G. Patel Institute of Management Studies, Dharmaj.	Divyang J. Joshi	divyang316ncm@yahoo.co.in
10	Perform a detailed product analysis of Aurvedic Medicines with respect to different diseases and their cure	Parul Institute of Management and Research, Baroda.	(Dr.)Bijal Zaveri	mba742owner@gtu.edu.in

11	Understand the usage pattern of Ayurvedic medicines vis-à-vis other western medicine	K. J. Institute of Management (SFI) Vadasma,	Mr. Keyur Darji, Mr. Ketan Prajapati	Darji.keyur@rediffmail.com Ketan1902@yahoo.com
12	Study the form of ayurvedic medicines preferred by Patients	Shri H. D. Gardi MBA College, Nyara, Rajkot.	(Dr.) Sandip Solanki	spsolanki@garvidyapith.ac.in
13	List out the food Supplement and other powder and capsules used by Patients for energy and long term health and their perceived/ scientifically-studied effects.	Government Medical College, Bhavnagar.	Dr Samir J Roy	roysamir2020@yahoo.com
14	Doctor's focus group interview is required to know normally the time required to cure the particular diseases	Marwadi Education Foundation's Group of Institutions, Rajkot.	Prof. (Dr.) S. Chinnam Reddy	amarvgandhi@yahoo.in
15	Study the visit of patients to the doctor- either Graduate or PG level like, M.B.B.S or M.D. in particular category for particular disease	(Yet to be indentified)		

Out of the 15 research projects, 7 of the colleges have added two institutes to their research project successfully. I request other institutes and Persons from industry to join in the 6 other remaining research projects. Please inform about your research partner at secvc@gtu.edu.in.

You may visit http://www.gtu.ac.in/circulars/12May/Report_Launch%20of%20Incubator%20-%20Final.pdf for more details.

All the coordinators of the research project are informed to send the progress of their research by 25th June, 2012. Please also share your plans for the research for the next four weeks. You may also send a brief write up on the expected outcomes of this research project.

On 28th June, 2012, we propose to coalesce the individual documents to create a draft which will be sent to the US so that we may be able to get Dr. Philip Kotler's advice.

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Please remember that in Morel 2013, the Kotler's Incubators in the four areas are to make a presentation to Prof. Philip Kotler. We want our research work to be of the highest ability. Let us work together as a team and bring cradle to your college as well as to GTU for our excellent work.